

Message Text

UNCLASSIFIED

PAGE 01 JIDDA 05687 160827Z
ACTION NEA-10

INFO OCT-01 EB-08 ISO-00 /019 W
-----049103 160903Z /10

R 160450Z AUG 77
FM AMEMBASSY JIDDA
TO SECSTATE WASHDC 9300
INFO USDOC WASHDC
AMEMBASSY ABU DHABI
AMCONSUL DHAHRAN
AMEMBASSY KUWAIT
USLO RIYADH

UNCLAS JIDDA 5687

E.O. 11652: N/A
TAGS: BEXP, SA
SUBJ: PROPOSED PENNSYLVANIA STATE OIGA TM

REF: STATE 191396

1. TIMING FOR PROPOSED SUBJECT TM IS GOOD. HOUSEHOLD FURNISHINGS THEME IS EXCELLENT AND ADDITION OF HOME ENTERTAINMENT EQUIPMENT IS CONSIDERED TO HAVE GOOD POTENTIAL HERE FOR SAUDI AS WELL AS EXPATRIATE MARKET. REGARDING AIR CONDITIONING UNITS. MOST U.S. FIRMS ARE REPRESENTED HERE BUT LOCAL INQUIRIES FOR U.S. AIR-CONDITIONER MANUFACTURERS NOT REPRESENTED IN THE MARKET ARE HEAVY.

2. THE HEAVY ACTIVITY IN RESIDENTIAL CONSTRUCTION IN OFFICIAL AND PRIVATE SECTORS PORTENDS EXCELLENT PROSPECTS FOR THE SALE OF HOUSEHOLD FURNISHINGS. AT PRESENT, DEMAND IS GREAT AND THE SOURCES OF SUPPLY HAVE BEEN PRINCIPALLY ITALY, SWEDEN, THE UK AND FRANCE. FURNISHINGS IN ALL CATEGORIES ARE IN DEMAND FROM THE SIMPLER FUNCTIONAL TYPE FOR
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 JIDDA 05687 160827Z

EXPATRIATE HOUSING TO THE ORNATE AND MORE EXPENSIVE STYLES IN DEMAND BY AFFLUENT SAUDIS. IT IS ANTICIPATED THAT THERE WILL BE HEAVY DEMAND FOR INSTITUTIONAL FURNITURE IN CONSIDERATION OF THE 800 HOUSING UNITS BEING BUILT FOR THE GOVERNMENTS JIDDA HOUSING PROJECT, 12 EIGHTEEN-STORY APARTMENT BUILDINGS UNDER THE MINISTRY OF PUBLIC WORKS AND

HOUSING, AND THE ARMED FORCES RESIDENCES BEING CONSTRUCTED BY THE MINISTRY OF DEFENSE AND AVIATION. FURTHER GOOD PROSPECTS FOR INSTITUTIONAL FURNISHING EXIST IN THE GOVERNMENT'S PLANS TO BUILD A NEW MINISTRY OF FOREIGN AFFAIRS AT RIYADH WITH RESIDENTIAL QUARTERS AND NUMEROUS HOSPITALS AND SCHOOLS THAT WILL BE BUILT IN THE NEXT THREE YEARS.

3. THE SAUDI STANDARDS ORGANIZATION HAS DECREED THAT 60 CYCLE CURRENT WILL BE THE NORM FOR THE KINGDOM AND EVENTUALLY EVEN OUTLYING MUNICIPAL CENTERS WILL HAVE THIS ELECTRICAL CHARACTERISTIC AS WELL AS 120 AND 220 VOLT ELECTRICITY. U.S. MANUFACTURERS OF LIGHTING FIXTURES AND ELECTRIC APPLIANCES WOULD APPEAR TO HAVE A DECIDED EDGE IN THE SAUDI ELECTRIC MARKET. THE ELECTRICITY BY-PRODUCT OF THE HUGE JIDDA DESALINATION PROJECTS WILL EVENTUALLY PROVIDE AN INITIAL SURPLUS OF ELECTRICITY. ELECTRICITY CONSUMPTION INCREASED 62 PERCENT IN JIDDA IN 1976 BUT THE END IS NOT IN SIGHT. SOME 30,000 NEW HOUSES ARE REPORTEDLY AWAITING ELECTRIC SERVICE FEEDER LINES. THERE HAS BEEN CONSIDERABLE GROWTH IN PRIVATE ELECTRIC GENERATION FOR RESIDENTIAL OR COMPOUND USE BY SMALLER POWER GENERATORS.

4. TO GIVE SOME IDEA OF THE DEMAND FOR HOUSEHOLD UNCLASSIFIED

UNCLASSIFIED

PAGE 03 JIDDA 05687 160827Z

FURNISHING AND APPLIANCES, THE UPCOMING YENBO PROJECTS WILL REQUIRE FURNISHED HOUSING FOR SOME 15,000 WORDERS. THE CITY WILL EVENTUALLY HAVE 150,000 RESIDENTS. A LARGER NUMBER IS ESTIMATED FOR JUBAYL. APPROXIMATELY 35,000 WORKERS WILL NEED HOUSING AT THE AL BATN KING KHALED MILITARY CITY PROJECT. IN ADDITION TO THIS, THE CONSTRUCTION OF RESIDENTIAL HOUSING IN RIYADH AND JIDDA IS MUSHROOMING AS CEMENT SUPPLIES HAVE BECOME AVAILABLE. FOR MANY OF THE SPECIAL PROJECT NEEDS FOR HOUSING PROJECTS AT YENBO, JUBYAL AND THE AL BATN HOUSING PROJECTS HOUSEHOLD CONTRACTORS ARE ALSO BEING REQUIRED TO PROVIDE FURNISHINGS. CONTRACTORS WILL BE ALSO THE ULTIMATE TARGETS BUT LOCAL SAUDI AGENTS SHOULD BE IN A GOOD POSITION DUE TO RECENT EDICTS THAT PURCHASES BE MADE THROUGH SAUDI FIRMS.

5. THE POST ESTIMATES THAT THE MIDDLE OF FEBRUARY WILL BE THE BEST TIMING FOR THE MISSION. THREE DAYS IN JIDDA, TWO FULL DAYS IN RIYADH, AND POSSIBLY TWO DAYS AT DHAHRAN ARE SUGGESTED. GIVEN ARRIVAL ON FEB 11 AT JIDDA AND ALLOWING FOR THE TWO-DAY THURSDAY/FRIDAY WEEKEND, THE MISSION

CAN BE ACCOMPLISHED IN THE THREE CITIES BY THE
EVENING OF FEB 19.

6. POST WOULD APPRECIATE RECEIPT OF MISSION BRO-
CHURES AND COMPANY LITERATURE AT LEAST 30 DAYS
BEFORE ARRIVAL OF MISSION, IN ORDER TO PROMOTE
THE MISSION WE WOULD APPRECIATE HAVING THE FULL
LINE-UP OF PARTICIPANTS AS EARLY AS POSSIBLE.
POST HAS APPRECIATED BUSINESSLIKE APPROACH AND
PROFESSIONALISM EXHIBITED BY TWO PREVIOUS
PENNSYLVANIA MISSIONS.
WEST

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 16-Aug-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977JIDDA05687
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770294-1086
Format: TEL
From: JIDDA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770858/aaaabxdi.tel
Line Count: 127
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 45e0f759-c288-dd11-92da-001cc4696bcc
Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 STATE 191396
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 10-Dec-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1591730
Secure: OPEN
Status: NATIVE
Subject: PROPOSED PENNSYLVANIA STATE OIGA TM
TAGS: BEXP, SA
To: STATE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/45e0f759-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009